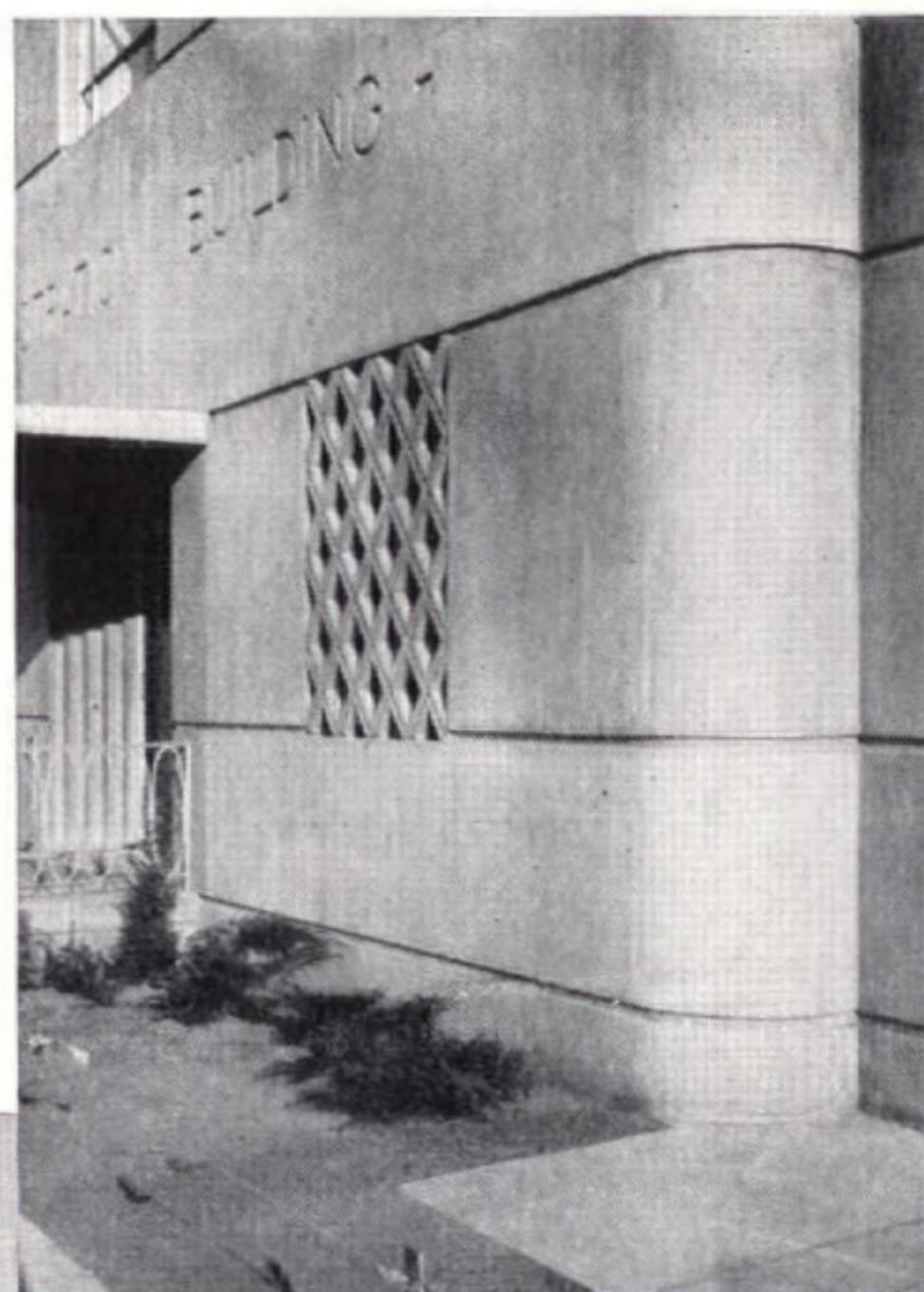
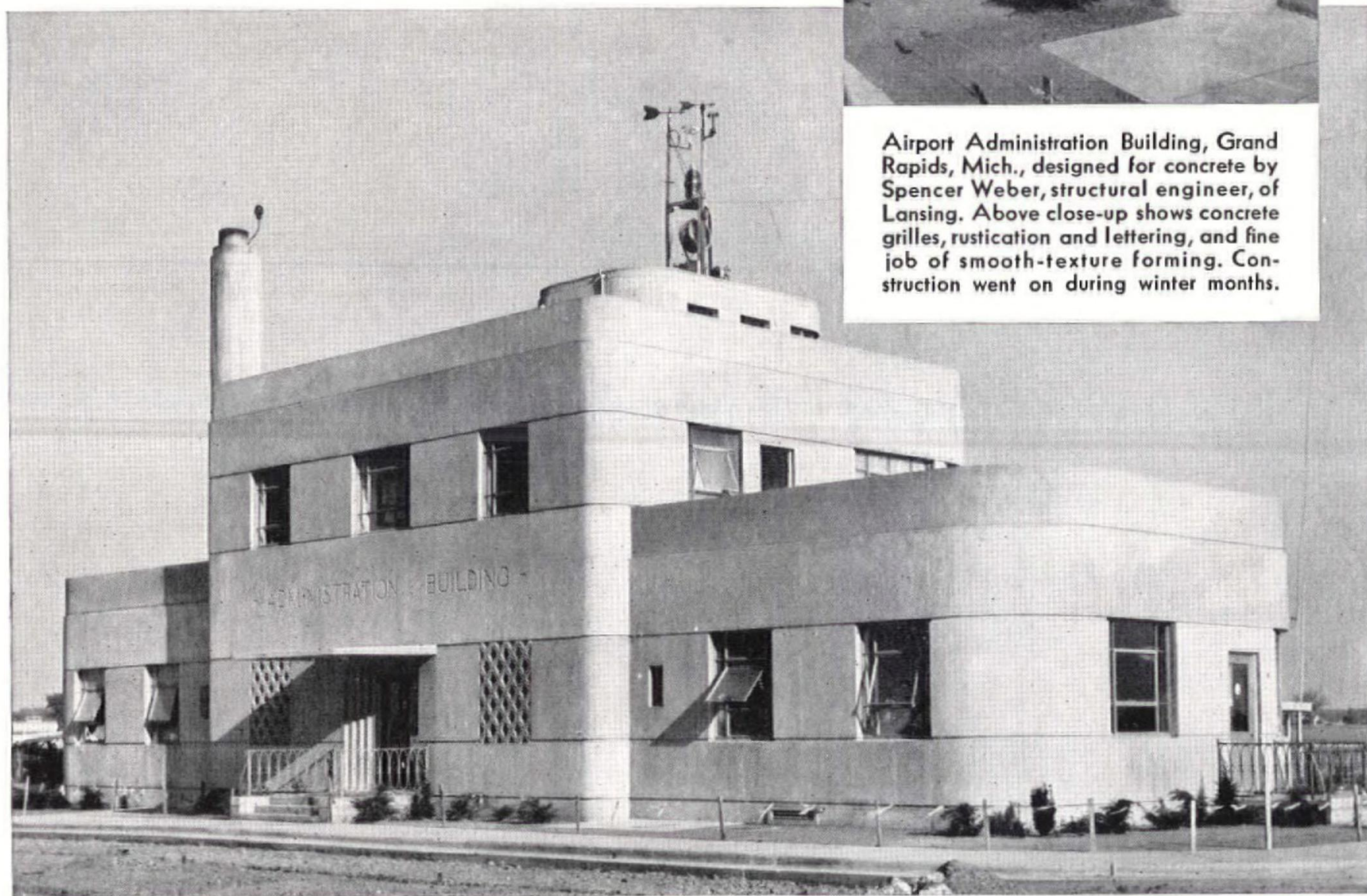


**Economical buildings,
as modern as air transport
with
ARCHITECTURAL
CONCRETE**



Airport Administration Building, Grand Rapids, Mich., designed for concrete by Spencer Weber, structural engineer, of Lansing. Above close-up shows concrete grilles, rustication and lettering, and fine job of smooth-texture forming. Construction went on during winter months.



The vigorous, growing aviation industry has been quick to capitalize the advantages of concrete as a combined architectural and structural medium. Typical is the Grand Rapids Airport Administration Building, designed for concrete.

Adaptable to almost any shape or form, concrete permits walls, frame, floors and roofs to be cast as a unit in one firesafe, enduring material. First cost is moderate, maintenance low.

Ask your architect or engineer about concrete's possibilities for your public, commercial

or industrial building. Literature will be sent free on request in the United States and Canada.

See Sweet's Catalog, Section 4-49

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A national organization to improve and extend the uses of concrete... through scientific research and engineering field work

Architectural Concrete...combining
architectural and structural functions in one firesafe, enduring material